



Immersion : the profession of communicator

Presentation

Communication in an organization is both a highly strategic function and a cross-disciplinary support mission. The means used by a communicator to attract attention, seduce, or convince is just as important as the operational actions implemented. Implementing collective intelligence sessions to be able to take up a communication challenge, developing and then running a training module on a specific topic (crisis communication, social acceptability of a major project, non-verbal communication for politicians), building a briefing framework, etc. are all real situations that make the difference between an average, a good and an exceptional communicator. Such situations must be worked on, and because they combine the use of rigorous methodologies and the implementation of soft skills, they require a tailored pedagogy. Through an inductive teaching approach, the class invites the students to respond to these concrete situations through role-playing and simulations.

Recommended Prerequisite(s)

Students must have solid general knowledge in social science, a good command of the method for developing a communication strategy; they must keep up-to-date with current affairs, particularly in the field of public communication, political communication, and digital strategies.

In brief

Number of hours : 18.0

Teaching term : Six-monthly

Teaching activity : Seminar

Year : Fifth year

Validation : Continuous assessment

Contacts

Responsible(s)

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Formule pédagogique

Situational simulations and iteration : testing, failing, improving, generalization.

